

## THE CHESAPEAKE MARKETER

A PUBLICATION OF SMPS, CHESAPEAKE CHAPTER VOLUME III SPRING 2005

## New Season, New Look

To accompany the Chesapeake Chapter's new season of events and programs, the 2005-06 board of directors is thrilled to introduce some big changes to the chapter's website, newsletter and other communication vehicles.

We recognize that as our clients have become more sophisticated over the past few years, expectations for high quality graph-

solidating the newsletter, website and publicity functions into one communications committee, introducing online registration for programs and events (*see page 3*), and developing a graphic identity that projects a sophisticated image for our chapter.

This last achievement would not have been possible without the generous support of design and marketing boutique Vitamin, Inc. President and CEO Michael Karfakis offered to create the new graphic identity, redesign and host our website, and develop our newsletter template – all pro bono.

Headquartered in Baltimore, Vitamin focuses on enhancing its clients' brand perception through the creation of identity, print, interactive and public relations strategies. According to Michael, "By challenging our clients to define and refine their core message, and then using the purified message as the foundation for a graphical presence or public relations program, Vitamin is able to provide a higher impact deliverable that is inherently sales-focused and intrinsically message-driven."

I also want to recognize the tremendous work of the Communications Committee in developing and implementing our new materials. Thanks go out to Talya Hord, Bridget Mainley and Robin Yasinow for their efforts.

Our ultimate objective in revamping the Chesapeake chapter's communications is to better serve you, so please don't hesitate to provide feedback. I look forward to hearing from you.



Lisa Julian-Miller, CPSM  
President, SMPS Chesapeake

## Fall Event Highlights

## Chapter Taps SMPS National for Season Openers.

Leveraging the assets of SMPS National, the Chesapeake Chapter will kick off its 2005-06 programming year with two events that could transform your approach to business development:

On Tuesday, September 13, Peter Kienle, SMPS National president-elect, will present "Marketing & Business Development – A Power Force." As director of marketing and business development for Moody/Nolan, Kienle has significant experience orchestrating these functions and will share techniques for uniting them to win more work.

On Tuesday, September 20th, the chapter will gather for SMPS National's educational webinar, "Maximizing Business Development Return on Investment." Following the presentation, a facilitated discussion will help participants apply the webinar's concepts to real scenarios at their own firms.

[See Fall Event Highlights, Page 2]

## IN THIS ISSUE

## PAGE

Movers & Shakers	3
Volunteers Rebuild Baltimore	5
WBCM's David Mongan	4
Why Join SMPS?	6
Celebrating 2004-05	3
"CM at Risk" Defined	5
Become a Sponsor	6

ics and tailored content have risen proportionately. At the same time, advanced technologies have become an even greater part of our daily tool kit. As a result, many A/E/C firms are producing top-notch printed and electronic communications at an impressive pace.

In line with this trend, the Chesapeake chapter is "raising the bar" for how we communicate with current and prospective members and other interested parties. We've implemented several changes this year that we hope you'll appreciate. They include con-

# Fall 2005 Events

## September

### Marketing & Business Development – A Power Force

*Tuesday, September 13*  
11:30 a.m.-2 p.m.

Luncheon program

The Conference Center at Sheppard Pratt  
Find out the differences between marketing and business development and how you can synchronize them to win more work for your firm.

### Maximizing Your Business Development ROI

*Tuesday, September 20*  
1:30-4 p.m.

Educational seminar

The Engineering Society of Baltimore  
Learn how to work with your firm's members to identify their business development niche and design strategies to suit their personality and interests.

## October

### What's Happening in Our Surrounding Counties?

*Tuesday, October 4*  
11:30a.m.-2 p.m.

Luncheon Program

The Conference Center at Sheppard Pratt  
A panel of economic development officials will discuss their counties' projections for development and address design and construction-related topics.

### SMPS Survivor Party

*Wednesday, October 12*  
2-6 p.m.

Nixon's Farm

Join us for an afternoon of antics inspired by the TV show, complete with tropical drinks and a buffet.

### Time Management: How do we do it all?

*Tuesday, October 18*  
9-11 a.m.

Educational seminar

The Engineering Society of Baltimore  
Develop the skills needed to be more productive in the fast-paced A/E/C industry. Learn

how to prioritize projects and proposals while responding to multiple co-workers and departments.

## November

### The Department of Defense after BRAC

*Tuesday, November 1*  
11:30 a.m.-2 p.m.

Luncheon program

The Conference Center at Sheppard Pratt  
A panel will discuss the DOD's future, its plans for development, and how the redistricting and closing of military bases will affect the design and construction of facilities in our region.

### Creating a Marketing Budget

*Tuesday, November 15*  
9-11 a.m.

Educational seminar

The Engineering Society of Baltimore  
Learn what method of budgeting best suits your circumstances, what factors to consider, who to involve in the process, and where to get the information you need for an effective marketing budget.

### The Ins and Outs of the Printing Process

*Tuesday, December 6*  
9-11a.m.

Educational seminar

The Engineering Society of Baltimore  
A printing industry leader will share insight, including the questions to ask when hiring a commercial press or copy center, tips for ensuring a smooth production process, and pitfalls to avoid.

## December

### Police Activities League Holiday Party

Watch your email for details on how you can make the holidays special for kids in our community.

## Fall Event Highlights

*[continued from cover]*

"We're starting the year with events that will boost marketers' excitement about their work by providing new strategies for achieving success," said Chapter President Lisa Julian-Miller.

SMPS Chesapeake's series of educational seminars was designed with professional development in mind, according to Education Chair Amy Morrison. Upcoming topics include time management, marketing budget planning and the printing process. "They're perfect for people who want to acquire higher-level skills and advance their careers," she said.

---

"We're starting the year with events that will boost marketers' excitement about their work by providing new strategies for achieving success."

---

The chapter's line-up of luncheon programs blends new topics with popular favorites. This fall, programs will offer insight about potential opportunities with Baltimore-area counties and the Department of Defense. "Because the developers program was so successful last year, we are expanding on this topic and have scheduled a panel of economic development representatives early in the year," said Program Chair Anna Durant.

## Special Events: Connecting with each other and the community

Can you outwit, outplay and outlast the competition when it doesn't involve getting three proposals out the door simultaneously? Here's your chance to find out. On Wednesday, October 12, the chapter will head out to Nixon's Farm for an SMPS Survivor Party. According to Nichole McGuire, Chair of Special Events & Community Outreach, the afternoon of tribal councils, reward challenges and secret alliances is a "great team-building function. You really get to know the people you're playing with on a more personal level."

It's not too early to start thinking about your holiday shopping. Continuing a five-year tradition, SMPS Chesapeake will sponsor the Police Activities League's (PAL) holiday party by donating presents to light up the faces of about 150 Baltimore-area children in need.

# Online Registration Now Available

For the first time, you can sign up online for SMPS Chesapeake programs, seminars and events.

## How do I register online?

If you regularly receive event notices by email, those messages will include a link to Acteva, our registration vendor. You may also go to [www.acteva.com](http://www.acteva.com). Click on "find an event" and enter SMPS Chesapeake. Online registration will be available approximately a month before each event.

## How do I pay online?

Using Visa, MasterCard, Discover or American Express. You must pay at the time of registration. There is no additional fee for registering online.

## What if I don't want to register online?

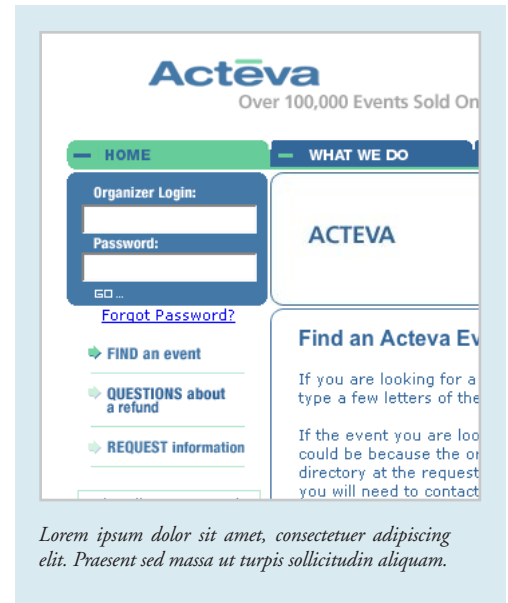
You can register by fax and pay with cash or check at the door. Print your email event notice or online flyer (go to [www.acteva.com](http://www.acteva.com) search for SMPS Chesapeake) and fax it to Julia Webster at (410) 316-7900. Please include your contact information and company name on the fax. Note: If registering by fax, you must pay at the door. We are no longer able to bill you after an event.

## May I come to an event without registering in advance?

Yes. However, you will be charged an extra \$10. Payment is due at the door.

## What if I need to cancel?

We'll provide a full refund if you at least 48 hours before the event. We're not able to offer a refund after that point. The policy is the same no matter how you register.



# Chesapeake Chapter Celebrates Successful Year

On August 20, Chesapeake Chapter members enjoyed a tailgating party and Ravens game to mark the conclusion of its 2004-05 programming year. There was much to celebrate at the

members and non-members alike complimented the board on presenting exceptionally high-quality programs and educational seminars throughout the year.

fringilla eget, ligula. Curabitur nec nulla nec ante nonummy tincidunt. Aliquam venenatis risus sit amet velit. Quisque pulvinar, orci ut sagittis hendrerit, odio nulla euismod tellus, eget tincidunt



Board Member of the Year Award-winner Mindy Hinsley



Board Member of the Year Award-winner Nichole McGuire



Board Member of the Year Award-winner Nichole McGuire

annual End of the Year Event: membership that's at its highest level in years and the chapter's contributions of time and funds to the Police Activities League, Rebuilding Together Baltimore, and tsunami victims. In addition to these successes,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi cursus tempor nisl. Sed porta, lectus eu interdum auctor, urna erat sodales tortor, quis tempus diam dui eu lorem. Aliquam magna felis, adipiscing eu, euismod et,

turpis metus vel orci. Nullam augue sem, porttitor hendrerit, condimentum et, ultrices non, mi. Aliquam eu dui eget nisl condimentum elementum. Nulla vestibulum dapibus tortor.



# Executive Spotlight

## David Mongan, P.E.

President, Whitney, Bailey, Cox & Magnani

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent sed massa ut turpis sollicitudin aliquam. Fusce est dui, pellentesque eu, sagittis condimentum, vulputate sed, odio. Phasellus pretium, justo.



Throughout the year, Chesapeake Marketer will talk with executives from the chapter's platinum and gold sponsors. The first Spotlight features WBCM President David Mongan, P.E.

**CM:** What changes have you seen in the A/E industry within the past five years?

**DM:** Probably the single most significant change during the past five years is the increase in use of design/build contracts. While design/build has been utilized for decades, within the past five years, its use has become very prevalent. Five years ago the MSHA did not use design/build. Today, they are advertising many projects and have completed a half of dozen design/build contracts.

An obvious change during the past five years that we cannot ignore is the impact of the terrorist attack on 9/11. The increased attention to security and critical infrastructure issues is being felt throughout the A/E industry. These impacts are not just the result of manmade disasters, but just as importantly, natural disasters. More attention is being given to natural disaster response and preparedness than ever before.

**CM:** What effect do these changes have on doing business?

**DM:** The impact of design/build has a very positive effect on the A/E industry and a few potential negative ones. The most important positive one is that the builder and the engineer are reunited as a major component of the construction project. In decades past, the builder and the engineer were one and the same – the concept of the master builder. Design/build makes better engineers and architects by allowing them to be intimately involved in the construction

project in a way that the traditional design/bid/build process did not allow. WBCM was fortunate to be involved in the first successfully completed linear light rail design build project in this country. At the completion of that effort, our engineers had a better understanding of the contractor's workings as well as how projects of that nature were coordinated and constructed. The potential negative side is that the architect and engineer's clients and allegiance are now directed towards the contractor as opposed to the public or private entity. This can put the A/E in a difficult position of having to deal across the table, so to speak, from the people who were a few months ago, their clients. With education, partnering and more widespread use of design/build, this potential negative is being eliminated.

The design of critical infrastructure in response to manmade and natural disasters is not something new for architects and engineers, but the heightened attention in the past few years has added more importance to this aspect of design. One might say this is simply another factor in the design process and to some extent, that is true, but it can create some very emotional issues and responses from the client. Moreover, the design codes that are being changed in response to 9/11 do not have full and widespread acceptance.

This attention to critical infrastructure has led the American Society of Civil Engineers to develop a Building Security Council similar to the Green Building Organization. It is the intent of the Security Council to certify/rate buildings as to various levels of security. The issues examined are not just electronic security,

but encompass all aspects of the building and its site. ASCE hopes to have this rating system in process fully operational by mid 2006.

**CM:** What market trends have required you to change the way you do business, and what changes are you making to take advantage of those trends?

**DM:** Obviously, the previously identified changes have an impact on the market for A/E services, in particular, the greater use of design/build as a project delivery system. There is another trend that we have identified that represents a large market opportunity for WBCM. More and more clients, particularly colleges and other institutions, are faced with physical infrastructure needs and demands, but the lack of capital to construct them. During the late '90s and early '00s, the increases in the stock market provided a significant flow of dollars into college endowments and resources. With the market collapse, those dollars went away and have yet to be recovered. The needs for institution growth and expansion has not diminished. WBCM has created a development alliance that brings together financiers, developers and our architects and engineers to market complete turnkey packages to institutions. We bring to the table, not only the design, but also the financing. Financing can be structured in many ways, such as a long term lease. WBCM, through its Construction Services, LLC can also bring the construction management portion to the project.

*This is an excerpt of a longer interview, which you can find at [www.smps-chesapeake.org](http://www.smps-chesapeake.org).*

## Chesapeake Chapter Helps Rebuild Baltimore

SMPS Chesapeake sponsored a house in the Rebuilding Together Baltimore program. On two Saturdays in April, volunteers from the chapter converged on a home in the Reservoir Hill section of Baltimore City.

Their main mission was to refurbish a basement that was filled floor to ceiling with un-



*Kerri McGuire, Jay Hinsley, Dave Baker*

wanted furniture, toys and debris. After cleaning it out, volunteers painted the walls and installed new carpeting, returning the space to its original use as a club room. What started out as a one-



*Front Row, L to R – Kerri McGuire, Julie Schmitt, Nettie Fausto, Anna Durant, Tana Soriano-Glick Back Row, L to R – Sue Zavin, Kristin Bailey, Ms. Fisher, Nichole McGuire, Chris Reid*

day endeavor was complicated by many setbacks, requiring numerous trips to the site.

Our determined team of volunteers completed the project in late July.

## Movers & Shakers

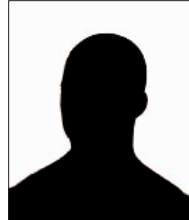
### NEW HIRES AND PROMOTIONS:



**Sonya Y. Brown**  
has been promoted to associate at Rummel, Klepper & Kahl, LLP.



**Maria Copland**  
joined Burdette Koehler Murphy as marketing coordinator.



**Joel K. Oppenheimer, P.E.**  
joined STV Incorporated as manager of the transportation department in the firm's Baltimore office.

### WELCOME NEW SMPS MEMBERS:



**Maria Copland**  
Marketing Coordinator  
Burdette Kohler Murphy



**Callie Geller**  
Business Development  
Alpha Corporation



**Amanda Karfakis**  
V.P. of Communications  
Vitamin

## Ask The Expert: What is CM at Risk?

According to Stephen Newhouse of Atlantic Builders Group, the "CM at risk" relationship comes in two formats. Both are cost of the work, plus a fee. The AIA CMc A121 relationship involves the general contractor in the preconstruction planning phase of the project. Typically the general contractor provides estimating, constructability reviews, scheduling, phasing, and value engineering related services during the design.

When the owner feels comfortable with a mutually agreeable price and schedule, the second part of the agreement occurs which is the actual construction process. Because this agreement is cost plus a fee, all the accounting for the project is "open book" with the owner. The contract price for the project will be the total cost of general conditions and the competitively bid subtrades work with the negotiated fee percentage or lump sum fee added.

The "risk" portion of the name is the fact that the general contractor holds all the subcontractor and supplier contracts. In some other forms of CM, the owner holds the subcontracts and the CM manages the project for a fee.

The second "CM at risk" format is the AIA CMc A111. In this relationship, the general contractor does not provide preconstruction planning, just the construction services as noted above.

Chesapeake Marketer is a quarterly publication of the Society for Marketing Professional Services, Chesapeake Chapter.

If you have questions or feedback, contact Communications Chair Robin Yasinow at [robin@yasinow.com](mailto:robin@yasinow.com).

You can find back issues and submission guidelines at [www.smps-chesapeake.org](http://www.smps-chesapeake.org).

## 2005-06 Sponsors

### Platinum

Hord Coplan Macht, Inc.  
Whitney, Bailey Cox & Magnani, LLC

### Gold

Aerosol Monitoring & Analysis, Inc.  
KCI Technologies, Inc.  
Johnson, Mirmiran & Thompson  
Whiting-Turner Contracting Company

### Silver

Gipe Associates, Inc.  
Alpha Corporation  
Aria Environmental, Inc.

## Become a Sponsor

Sponsorships are still available. Contact  
Jennifer Bromley at 410-512-4543 or  
jbromley@wbcm.com.

## Why should you join SMPS?

To sharpen your skills and develop business opportunities for your firm – that's why. The A/E/C environment is challenging and extremely competitive. The information and experience you'll gain through membership in SMPS will provide both you and your firm with tools necessary to develop a competitive edge in today's marketplace.

When you join SMPS, you'll have access to a local, regional, and national professional community where you can exchange ideas, solve problems and network. SMPS offers a national marketing conference, seminars, awards programs, publications, and educational resources to highlight the latest marketing and business development trends in the design and construction industries.

Plus, admission to Chesapeake Chapter events is discounted significantly for SMPS members – by as much as 50%.

To fill out an online membership application, visit the national SMPS web site at [www.smeps.org](http://www.smeps.org). Or if you prefer, contact Membership Chair Callie Geller at 410-646-3044 or [callie.geller@alphacorporation.com](mailto:callie.geller@alphacorporation.com) to request a member application.



THE SOCIETY FOR MARKETING PROFESSIONAL SERVICES

49 CANAL CENTER PLAZA, SUITE 330, ALEXANDRIA, VA 22304  
PH 800-292-7677 | FX 703-549-2485 | EMAIL: [info@smeps.org](mailto:info@smeps.org)

**What's New**

- [New! 2005 Build Business Conference Photo Information](#)
- [New! Webinars Announced](#)
- [New! Mentoring Pathways](#)
- [Purchase Audiorecordings from the 2004-05 Webinar Series](#)
- [2005-06 Advertising Rate Card](#)
- [The Art and Science of Business Development at Your Fingertips](#)
- [Welcome, New and Transferred Members!](#)

**Build Business Photos**

To order photos from "Build Business: Beyond Boundaries," the 2005 SMPS/PSMA National Conference held earlier this month in New Orleans, please follow the instructions below:

1. Click on this link or cut and paste it into your web browser: <http://galleries.photocraftimaging.com/VisionQuestPhotographyInc.htm>
2. When the web site opens, click on "Conventions" on the right side of the screen.
3. Click on "SMPS Annual Meeting."
4. Click on "Enter Photo Gallery."
5. Find your picture in the gallery. Follow the instructions

Visit the national Web site at [www.smeps.org](http://www.smeps.org) to join!

Reproduction of Chesapeake Marketer courtesy of Chesapeake Print Group.

Layout of Chesapeake Marketer courtesy of vitamin, *cure for the common brand*.

SMPS

Society for Marketing  
Professional Services

### Chesapeake

PO Box 901  
Cockeysville, MD 21030

[www.smeps-chesapeake.org](http://www.smeps-chesapeake.org)